



“The more things change, the more we rely on one thing to stay the same — the performance we get from Abacus.”

4 out of 5 top consumer catalogers rely on the Abacus B2C Alliance to predict customer behavior.

With purchase data on 4.4 billion transactions and more than 90 million households, the Abacus B2C Alliance ranks as the premier source of information on consumer buying behavior. The range and depth of Alliance data helps you see the trends and tendencies in your target market, predict future buying patterns, and focus your marketing efforts on the potential buyers with the highest affinity for your offer.

The results: higher response rates, increased revenue, and lower marketing costs — in other words, results that can put you ahead of the pack. That's why so many leading direct marketers are already members of the Abacus B2C Alliance.

Looking for consistent results? Contact us at 877.368.2532 or visit www.abacus-us.com.

[our results add up]

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